



Accelerating entrepreneurial success.

TwitterChat 2.12.15-2.25.15

Next Big Idea

Q1

StartUpGrindBuf: Here we go... Q1 - What is the first thing you do when you "get a big idea?" #launchhour
2/18/2015 5:00:02 PM

A2

dflee30: @StartUpGrindBuf Q1: We figure out how to validate it. #launchhour
2/18/2015 5:01:23 PM

MarnieLaVigne2: A1 – ask the question -Is the idea solving a need or is the idea creating a need? #launchhour
2/18/2015 5:01:48 PM

ColliganLaw: A1 talk to prospective customers. Always great way to start.
#launchhour
2/18/2015 5:02:15 PM

EbenPiazza: Tell people about the idea to start getting help/feedback. Pitch in at @aHealthTech is a great start! @VCAMPHQ #launchhour
2/18/2015 5:02:28 PM

ken_rother: Take a step back and think about what problem will this idea address
#LaunchHour
2/18/2015 5:02:35 PM

MarnieLaVigne2: A1 – Who can I talk to about my idea? Friends, family, business connections, peers, coaches & mentors. #launchhour
2/18/2015 5:02:47 PM

dflee30: @StartUpGrindBuf Q1: To validate: Who are the customers? What assumptions are we making about value proposition? Do they agree? #launchhour
2/18/2015 5:03:20 PM

StartUpGrindBuf: @dflee30 what are some of the ways to validate? Talk to customers
#launchhour
2/18/2015 5:03:29 PM

MatthewPelkey: @StartUpGrindBuf @EbenPiazza @aHealthTech @VCAMPHQ vet the idea through mentors and advisors #launchhour
2/18/2015 5:03:33 PM

Launch_NY: A1 – is your business a Lifestyle Businesses or a Start-up? Good first question. #launchhour
2/18/2015 5:03:51 PM

Launch_NY: Lot's of talking to potential friends, advisors, mentors. Talk to strangers to get honest feedback #launchhour
2/18/2015 5:04:10 PM

dflee30: @StartUpGrindBuf Q1: If they don't agree with us... what do they think? And no single opinion is gospel. Its all just input. #launchhour
2/18/2015 5:04:16 PM

tonyfrontera1: Conduct an survey with your target customer #launchhour
2/18/2015 5:04:37 PM

716Labs: @StartUpGrindBuf Q1 - market research. 5 seconds on Google can save lots of time #launchhour
2/18/2015 5:04:50 PM

ColliganLaw: @dflee30 @StartUpGrindBuf input is definitely important and you're right--no one person is gospel. #launchhour
2/18/2015 5:04:55 PM

ebizari: Start talking to potential customers ... customer discovery! #launchhour
2/18/2015 5:05:26 PM

MarnieLaVigne2: A1 – the Business Model Canvas (<http://t.co/U25xbdhptV>) is a great planning tool to help in this process #launchhour
2/18/2015 5:05:46 PM

ColliganLaw: A1 and yes talking to attorneys and CPAs is always important! ;o)
@LumsdenCPA #launchhour
2/18/2015 5:06:06 PM

ken_rother: Get out of the building, talk to people, understand if they have a problem addressed by your idea but don't ask isn't this great #LaunchHour
2/18/2015 5:06:18 PM

LumsdenCPA: @MarnieLaVigne2 @EbenPiazza All of the above. Talk to people you know and trust. #launchhour
2/18/2015 5:06:26 PM

Launch_NY: A1 - Lifestyle businesses bring income & flexibility and have limited scalability. #launchhour
2/18/2015 5:06:47 PM

dflee30: @StartUpGrindBuf Yes and if you've found enough interest its time for a smoke test - MVP demo/prototype, AB testing, etc. #launchhour
2/18/2015 5:07:06 PM

StartUpGrindBuf: Ok feedback on idea is great first step! #launchhour
2/18/2015 5:07:11 PM

ken_rother: I would suggest talk to people you don't know for a more honest response. Don't give away idea, validate problem @LumsdenCPA #LaunchHour

2/18/2015 5:08:06 PM

dflee30: @StartupGrindBuf And then the most important question: What would the product have to do to be worth \$X. Would you buy it? #launchhour
2/18/2015 5:08:07 PM

Q2

StartupGrindBuf: Moving on..Q2 - What resources are out there to help move your big idea ahead? #launchhour (please use A2. in response)
2/18/2015 5:07:28 PM

A2

MarnieLaVigne2: A2 - LNY has entrepreneurs-in-residence to coach a business at no charge and provide access to capital #launchhour
2/18/2015 5:07:48 PM

MarnieLaVigne2: A2 - There are other resources for Main Street or lifestyle businesses, such as the Small Business Development Centers #launchhour
2/18/2015 5:08:59 PM

tonyfrontera1: - Networking at programs like Startup Grind is an important part of tapping the right resources #launchhour
2/18/2015 5:09:03 PM

MatthewPelkey: @StartupGrindBuf networking at programs like #StartupGrind and @FIKABuffalo #launchhour
2/18/2015 5:09:10 PM

dflee30: RT @MarnieLaVigne2: A1 - the Business Model Canvas (<http://t.co/U25xbdhptV>) is a great planning tool to help in this process #launchhour
2/18/2015 5:09:25 PM

ebizari: An important step is to engage in the startup community, both in your city and the Upstate NY region. #launchhour
2/18/2015 5:09:29 PM

Launch_NY: A2 - Launch NY has an events calendar at <http://t.co/OJeLF5VzaA>
#launchhour
2/18/2015 5:09:47 PM

MarnieLaVigne2: A2 - Also visit <http://t.co/99QIGfRENG> for lists of resources, business stage understanding, toolkits and downloads #launchhour
2/18/2015 5:10:53 PM

tonyfrontera1: Other Entrepreneurs are always willing to help #launchhour
2/18/2015 5:10:57 PM

ken_rother: Meetup events are often a great place to find help #LaunchHour

2/18/2015 5:12:36 PM

dflee30: @StartUpGrindBuf A2: Community groups: @FIKABuffalo @health2buffalo @uvconnect @vcampHQ Pitch In - people will help if you ask #launchhour

2/18/2015 5:12:47 PM

StartUpGrindBuf: agreed- @tonyfrontera1 find other #entrepreneurs who have done what you are trying to do #launchhour

2/18/2015 5:13:00 PM

MatthewPelkey: @StartUpGrindBuf A2 local universities also have great resources to help. @UBCELaa #CanisiusWomensBusinessCenter #launchhour

2/18/2015 5:14:03 PM

StartUpGrindBuf: Website like @nplex list great events @ken_rother #launchhour

2/18/2015 5:14:29 PM

716Labs: @StartUpGrindBuf A2 - others that have done it before are a great resource. always amazed how helpful NYers are if you just ask #launchhour

2/18/2015 5:14:49 PM

dflee30: @ken_rother A2: Indeed - @nplexBUF keeps a great calendar and there's <http://t.co/37bMA8I532> too #launchhour

2/18/2015 5:14:54 PM

Launch_NY: @716Labs, we work with companies as early as the idea stage all the way to companies already in market #launchhour

2/18/2015 5:15:05 PM

MarnieLaVigne2: @716Labs we start work with high-growth potential firms early in the development process, even before revenues #launchhour

2/18/2015 5:15:21 PM

ebizari: Regional incubators, like @HighTechRoch or @VCIncubator in #ROC, are great for initial conversations. #launchhour

2/18/2015 5:15:27 PM

ColliganLaw: A2 incubators like @digbuffalo and @thetechgarden #launchhour

2/18/2015 5:16:01 PM

Launch_NY: A2 - Meet-up with prospective colleagues at co-work spaces, networking groups and forums #launchhour

2/18/2015 5:16:11 PM

ken_rother: Southern Tier - we have incubators in Ithaca, Binghamton, and Corning. All willing to help startups #LaunchHour

2/18/2015 5:16:31 PM

ColliganLaw: A2 @digbuffalo @thetechgarden @z80labs @vcampHQ #launchhour

2/18/2015 5:16:36 PM

tonyfrontera1: Incubator in Southern tier <http://t.co/1Oi3htOSbM> #launchhour

2/18/2015 5:16:44 PM

dflee30: A2: Also, @IgniteBuffaloBz - checkout event on 3/21 where all the community resources are being brought together at @digbuffalo #launchhour
2/18/2015 5:17:28 PM

MarnieLaVigne2: @716Labs we talk with you to see how we can help you, so feel free to apply online at <http://t.co/BnOl8LdLhR> #launchhour
2/18/2015 5:17:58 PM

716Labs: @ColliganLaw A2 - the ten X incubator at STOR by UB is another new option <http://t.co/A9SFZr5bQU> #launchhour
2/18/2015 5:18:06 PM

Q3

StartUpGrindBuf: Ok lets move on to QUESTION 3: Q3 - What has been the biggest obstacle for turning your ideas to businesses? #launchhour
2/18/2015 5:17:41 PM

A3

MarnieLaVigne2: A3- Thinking money is all you need, when the first step is identifying what to spend it on and why #launchhour
2/18/2015 5:19:06 PM

EbenPiazza: @StartUpGrindBuf @Launch_NY money and team are always an obstacle, but true #entrepreneurs do not give up (cc: @dpbuffalo) #launchhour
2/18/2015 5:19:19 PM

tonyfrontera1: A3- Being Idea obsessed rather than opportunity obsessed!
#launchhour
2/18/2015 5:19:45 PM

Health2Buffalo: A2: We'll be supporting to startups working in the tech/healthcare space - 1st meeting coming soon! - <http://t.co/tlBtRnhrYU> #launchhour
2/18/2015 5:20:10 PM

ken_rother: Common problem we see going from idea to business is an incomplete team. Only a tech person or biz person. Teams work best #LaunchHour
2/18/2015 5:20:16 PM

ebizari: A3 - Right on @tonyfrontera1 ... being too in love with your idea!
#launchhour
2/18/2015 5:20:25 PM

ColliganLaw: @StartUpGrindBuf A3 Access to capital can be difficult but there's a lot of risk to thinking it will solve all of your problems #launchhour
2/18/2015 5:20:50 PM

dflee30: @StartUpGrindBuf A3: Convincing other people to join your core team - often better off working as a team. #launchhour
2/18/2015 5:21:00 PM

ColliganLaw: @dflee30 @StartUpGrindBuf A3 the team is very important!
#launchhour
2/18/2015 5:21:32 PM

KickstartBFLO: @StartUpGrindBuf #launchhour Time...and building a team with the passion and drive.
2/18/2015 5:21:33 PM

EbenPiazza: A3: There are opportunities for #money like #WNY app challenge (cc: @716Labs) and #panasci (CC: @CampusLabsCo and @ericreich) #launchhour
2/18/2015 5:21:58 PM

dflee30: @StartUpGrindBuf A3: Building first or building too much too quickly. MVP is the way to go! 1st customer will find problems #launchhour
2/18/2015 5:22:13 PM

716Labs: @StartUpGrindBuf A3 it can be difficult to have a well rounded team representing both technology, sales, marketing, etc early on #launchhour
2/18/2015 5:22:16 PM

tonyfrontera1: Focus on the market based opportunity first then cash. #launchhour
2/18/2015 5:22:35 PM

MarnieLaVigne2: A3 – Having a trusted mentor to work through questions and plans is vital #launchhour
2/18/2015 5:22:54 PM

ken_rother: People often think time is against them, we have all had ideas that to this day make sense, focus on execution #LaunchHour
2/18/2015 5:23:06 PM

dflee30: @StartUpGrindBuf A3: Also bad... putting too much emphasis on the idea. Execution is king. Noone ends w/ idea they started with #launchhour
2/18/2015 5:23:51 PM

ebizari: Attempt to focus in a much as possible ... too wide a path will become impossible. #launchhour
2/18/2015 5:23:57 PM

ColliganLaw: Not staying focused! Being able to pivot is important but it can also hurt you if you're just spinning your wheels. #patience #launchhour
2/18/2015 5:24:14 PM

tonyfrontera1: Trying to plan too much rather than just getting started. #launchhour
2/18/2015 5:24:59 PM

LumsdenCPA: @StartUpGrindBuf A3: Business plan that defines your business, mgmt. team, market, product, services, and financial forecast. #launchhour
2/18/2015 5:25:02 PM

StartUpGrindBuf: A4: "Planning is more important than the plan" @LumsdenCPA
#launchhour
2/18/2015 5:26:26 PM

Q4

StartUpGrindBuf: Awesome content so far! Let's move on to QUESTION 4: Launch NY has resources to help, are you familiar with these resources? #launchhour
2/18/2015 5:24:37 PM

dflee30: @ColliganLaw Yes. Focus! Can't be all things to everyone. #launchhour
2/18/2015 5:26:01 PM

A4

MarnieLaVigne2: A4 – Launch NY has 10 Entrepreneurs-in-Residence who provide free mentoring using the Business Model Canvas #launchhour
2/18/2015 5:26:46 PM

MarnieLaVigne2: A4 - LNY supports programs such as this TweetChat, Pre-Seed Workshops, StartUp Weekend, StartUp Grind and more. #launchhour
2/18/2015 5:28:06 PM

tonyfrontera1: A4 – LNY mentors are located in Buffalo, Rochester, Syracuse, Binghamton and Ithaca to provide help across our 27 counties #launchhour
2/18/2015 5:28:24 PM

ColliganLaw: @Launch_NY @pbrooks5050 A4 we are big proponents of having entrepreneurs work with the the EIRs. #launchhour
2/18/2015 5:28:27 PM

Launch_NY: A4 – LNY mentors are located in Buffalo, Rochester, Syracuse, Binghamton and Ithaca to support Upstate NY's 27 counties #launchhour
2/18/2015 5:29:47 PM

AlexAAdema: @launch_ny has helped over 300 companies across the Upstate NY region #launchhour
2/18/2015 5:30:05 PM

EbenPiazza: A4: They are all super friendly (and helpful) people @Launch_NY feel free to contact ;) #launchhour
2/18/2015 5:30:23 PM

716Labs: @StartUpGrindBuf A4 - we were fortunate to learn about @Launch_NY from the WNY Civic App Challenge #launchhour
2/18/2015 5:30:47 PM

Launch_NY: Come chat with me on #tweetchat <http://t.co/OKXZHpxq1r> #launchhour
2/18/2015 5:30:57 PM

StartUpGrindBuf: Also, @MarnieLaVigne2 will be speaking 2/25 at #startupgrind @digbuffalo <http://t.co/8DIME85IQZ> #launchhour
2/18/2015 5:31:29 PM

ColliganLaw: A4 helping companies navigate sources of available capital.
#launchhour
2/18/2015 5:31:52 PM

MarnieLaVigne2: A4 -another free Launch NY tool - <http://t.co/7b7P9UWB01> provides lists of resources, business stage understanding, toolkits #launchhour
2/18/2015 5:32:03 PM

StartUpGrindBuf: A great way to learn more about these resources in person!
#launchhour @MarnieLaVigne2 @digbuffalo
2/18/2015 5:32:06 PM

Launch_NY: A4 - Assistance accessing capital, currently from investors and other programs, but soon from a new LNY seed fund #launchhour
2/18/2015 5:32:37 PM

AlexAAdema: Entrepreneurs - u can find inspiration from @launch_ny "Entrepreneurs of the Week" #launchhour <http://t.co/4NXMBGCZAx>
2/18/2015 5:33:48 PM

EbenPiazza: A4: @BfloBizFirst had good article on @Launch_NY #launchhour
<http://t.co/Br5PaWAu2V>
2/18/2015 5:33:50 PM

Q5

StartUpGrindBuf: Moving onto Q5: Startup NY can help your business with tax incentives/credits, are you familiar with these programs? #launchhour #launchhour
2/18/2015 5:37:30 PM

A5

MarnieLaVigne2: A5 – It's common for people to confuse Startup NY with Launch NY
#launchhour
2/18/2015 5:37:37 PM

MarnieLaVigne2: A5 – LNY is a venture development organization that helps start-ups, StartUp NY is a tax incentive program in NYS #launchhour
2/18/2015 5:38:43 PM

Launch_NY: A5 – LNY is a venture development organization that helps start-ups, StartUp NY is a tax incentive program in NYS #launchhour
2/18/2015 5:39:08 PM

EbenPiazza: A5: #startupNY has been getting lots of press- <http://t.co/3QQ1bM9K4R>
<http://t.co/ji7FUixBDx> @BfloBizFirst #LaunchHour
2/18/2015 5:39:28 PM

ColliganLaw: A5 Startup NY is a program run through @EmpireStateDev and universities and colleges. #launchhour
2/18/2015 5:40:03 PM

StartUpGrindBuf: Does that mean #startups do not have to pay taxes?
#launchhour@MarnieLaVigne2
2/18/2015 5:40:26 PM

MarnieLaVigne2: A5- StartUp NY allows no corporate, property or sales tax for 10 years and up to 10 years tax-free for new employees #launchhour
2/18/2015 5:40:45 PM

MarnieLaVigne2: A5- All companies, start-ups or established, should look at StartUp NY to see if it's a fit #launchhour
2/18/2015 5:41:19 PM

ColliganLaw: @MarnieLaVigne2 keep in mind you will still have to pay federal taxes!
#launchhour
2/18/2015 5:41:24 PM

MarnieLaVigne2: @DevelopingMike @ColliganLaw good point - the benefits are just in terms of NYS taxes #launchhour
2/18/2015 5:42:15 PM

ColliganLaw: RT @MarnieLaVigne2: @DevelopingMike @ColliganLaw good point - the benefits are just in terms of NYS taxes #launchhour
2/18/2015 5:42:38 PM

MarnieLaVigne2: A5 - A good resource for details is <http://t.co/8JS6EXxo9T>
#launchhour
2/18/2015 5:43:45 PM

StartUpGrindBuf: Big companies like @liazonbenefits has benefited from #Startup NY
#launchhour
2/18/2015 5:45:01 PM

StartUpGrindBuf: And Startup NY has helped @_BakUSA #launchhour
2/18/2015 5:46:03 PM

MarnieLaVigne2: Q5 - _Bakusa is another success story - digital tablets for underserved - awesome young company #launchhour
2/18/2015 5:47:12 PM

Q6

StartUpGrindBuf: Great chat so far! Last question! Q6: There are so many programs and events, how do I know which ones to pursue? #launchhour
2/18/2015 5:46:39 PM

A6

ColliganLaw: @startupgrind is a great way to gain exposure into the ecosystem whether you are an entrepreneur or just curious. #launchhour
2/18/2015 5:49:16 PM

MarnieLaVigne2: A6 - Just try one of the many low or no cost events, seminars,

workshops offered by the nearly 200 ecosystem partners #launchhour
2/18/2015 5:50:36 PM

MarnieLaVigne2: A6- For more expensive or intensive programs, like Pre-Seed Workshop, program organizers can help you see if it's a fit #launchhour
2/18/2015 5:51:21 PM